R E P O R T R E S U M E S

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BARBERING, A STUDY GUIDE AND PROGRESSION RECORD FOR BARBERING STUDENTS IN A COOPERATIVE TRAINING PROGRAM.

ALABAMA UNIV., UNIVERSITY

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DESCRIPTORS- *STUDY GUIDES, *TRADE AND INDUSTRIAL EDUCATION, *BARBERS, GRADE 11, GRADE 12, STUDENT RECORDS, *COOPERATIVE EDUCATION,

QUESTION-TYPE JOB OR ASSIGNMENT SHEETS IN THIS GUIDE DIRECT THE STUDENT'S RELATED STUDY IN COOPERATIVE TRAINING PROGRAMS. THE MATERIAL WAS DEVELOPED BY TRADE AND INDUSTRIAL COORDINATORS, SUBJECT MATTER SPECIALISTS, AND TEACHER EDUCATORS. IT WAS TESTED BY USE IN HIGH SCHOOL PROGRAMS. THE 61 JOB SHEETS ARE KEYED TO THREE RELATED REFERENCE BOOKS, BUT COORDINATOR MAY SUPPLEMENT THE STUDENT'S STUDY WITH ADDITIONAL MATERIAL. COMPLETED JOB EXPERIENCES AND RELATED READINGS ARE TO BE RECORDED ON THE JOB SHEETS WHICH COVER THE HISTORY OF BARBERING, LADIES' HAIRCUTS, THE VOLUNTARY MUSCLES OF THE HEAD, ACNE FACIALS, ETC. A TRADE ANALYSIS PROGRESS FORM FOR TEACHER AND STUDENT USE IS PROVIDED FOR RECORDING COMPOSITE JOB PERFORMANCE AND REFERENCE READINGS DURING THE 2-YEAR PROGRAM. THE MATERIAL WAS DEVELOPED FOR GRADE 11 AND GRADE 12 STUDENTS IN AREA VOCATIONAL OR COMPREHENSIVE HIGH SCHOOLS. THIS MIMEOGRAPHED DOCUMENT INCLUDES A BIBLIOGRAPHY OF RELATED REFERENCES AND SUPPLEMENTARY MATERIALS. THIS DOCUMENT IS AVAILABLE FOR $1.50 FROM TRADE AND INDUSTRIAL EDUCATION, BOX 2847, UNIVERSITY, ALABAMA 35486. AN ANSWER BOOK (VT 003 115) IS ALSO AVAILABLE, $1.00 EACH. (HC)

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BARBERING

VT003114

File No. 1338

BARBERING

A study guide and progression record for Barbering students in a cooperative training program.

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

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Prepared by

A Committee of
Alabama Trade and Industrial
Education Coordinators Working
With Competent Consultants

Issued by

Department of Trade and Industrial Education
University of Alabama
University, Alabama

November, 1963

BARBERING

BIBLICGRAPHY

Code

STB — Standardized Textbook of Barbering, Associated Master Barbers and Beauticians of America, 537 South Dearborn St. Chicago 5, Illinois. Price $6.00

PSB — Practice and Science of Standard Barbering, S.C. Thorpe, Milady Publishing Company, 3837-3839 White Plains Road, New York 67, New York. Price $5.50

ASB — The Art and Science of Barbering, L. Sherman Trusty, 117 East Colorado Boulevard, Pasadena, California. Price $6.50 45% Discount

SUPPLEMENTARY

Workbook on Barbering - $3.00 - 50% Discount

Hairstyle Chart - $2.50 - 45% Discount
L. Sherman Trusty, 117 East Colorado Blvd., Pasadena, California

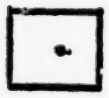
HOW TO USE THIS STUDY GUIDE AND RECORD OF PROGRESS

The following study guide is used as a means of guiding and checking the progress the student makes on the job and in the related class.

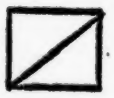
The correct way for the student to train is to observe or help do a job in the shop. Then at the next related study period the student looks up that job in the study guide and studies the references given for that job and answers the questions (in writing) asked about that job.

The following symbols will be used by the student to indicate how he was trained on the job:

JOB PERFORMANCE

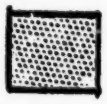


A dot in center of square indicates that the student observed a job being done.



A diagonal line in square indicates that the student did the job under instruction.

Two diagonal lines in square indicate that the student completed the job under supervision without instruction.



A square filled in solid indicates that the student reached a satisfactory level of accomplishment. On the date this job accomplishment level was attained, the student turns to the occupational analysis sheet in the front index section and places this date in the "Job Performance" column opposite this job.

REFERENCE READING IN THE RELATED CLASS

The student places a date such as 4/20/58 (in the "date read" column opposite a specific related reference) on a job sheet, to indicate completion of that reference study. When all of the questions have been answered, the student turns to the occupational analysis sheet in the front index section and places the date of this completion in the "Reference Reading" column opposite the job studied.

A quick check of satisfactory attainment in jobs performed and references read can be made by looking through the occupational analysis sheets.

In each instance the job numbers on the occupational analysis index and progression record sheet correspond with the numbers of the pages in the study guide on which the job references and questions appear. For example: Job No. 6 in the Trade Analysis will be Job No. 6 in the study guide with references and questions pertaining to that job.

The questions on a job sheet are to be used as a guide for the student's reading. It gives the student something definite to look for in the reference reading. It points out the more important things that should be found in the reference.

The essay type of answers that are required for most questions have a very definite value as they will help the student to form the habit of giving clear-cut, definite answers or explanations about the jobs.

Only a few references and a few questions have been listed on each job sheet to teach the student how to study the literature pertaining to their occupation. If the student learns how to study according to this plan, a much wider field of study is then open to him. After learning how to study, it is the responsibility of the coordinator to supplement the student's related study with additional material depending on the ability of the student to assimilate it.

The coordinator should stress the importance of the student reading all references on each job sheet.

An examination may be taken on any job at any time the student feels capable of taking it.

TRADE ANALYSIS AND PROGRESSION RECORD

Job No.	Type Job	Job Performance	Reference Reading
1.	History of Barbering	Inf.	
2.	Keep Shop Sanitary		
3.	Practice Hygiene in the Shop		
4.	Practice Personal Hygiene		
5.	Type of Haircuts		
6.	Get Patron Ready for a Haircut		
7.	Use Electric Clippers		
8.	Use Fingers in Haircutting		
9.	Use Shears and Combs		
10.	Shave a Patron's Neck		
11.	Give a Short Haircut		
12.	Give a Medium Haircut		
13.	Give a Pompadour Haircut		
14.	Cut Ladies Hair		
15.	Give a Straight Bob		
16.	Give a Shingle Bob		
17.	Hone the Razor		
18.	Strop the Razor		
19.	Shave a Patron		
20.	Bacteriology	Inf.	
21.	The Digestive System	Inf.	
22.	The Circulatory System	Inf.	
23.	The Bone Structure of the Head	Inf.	
24.	The Voluntary Muscles of the Head	Inf.	
25.	The Voluntary Muscles of the Face	Inf.	

TRADE ANALYSIS AND PROGRESSION RECORD

Job No.	Type Job	Job Performance	Reference Reading
26.	The Voluntary Muscles of the Neck	Inf.	
27.	The Nervous System	Inf.	
28.	The Cells of the Body	Inf.	
29.	The Function of the Skin	Inf.	
30.	The Chemistry of Cosmetics	Inf.	
31.	Recognize Diseases of the Skin, Scalp		
	and Hair		
32.	Give a Plain Shampoo		
33.	Apply Hair Tonic		
34.	Give a Scalp Steamer		
35.	Give Scalp Manipulations		
36.	Give an Oil Shampoo		
37.	Give an Egg Shampoo		
38.	Give a Rinse		
39.	Treat Dandruff		
40.	Treat Dry Scalp		
41.	Treat Oily Scalp		
42.	Treat Alopecia		
43.	Sterilize the Instruments		
44.	Trim a Mustache		
45.	Trim a Beard		
46.	Use Electricity in Barbering		
47.	Use Light Therapy		
48.	Give a Massage		

TRADE ANALYSIS AND PROGRESSION RECORD

Job No.	Type Job	Job Performance	Reference Reading
49.	Give a Rest Facial		
50.	Give Oily Skin Facial		
51.	Give Clay Pack		
52.	Give Egg and Honey Facial		
53.	Give Milk and Egg Facial		
54.	Give Acne Facial		
55.	Give Bleach Pack		
56.	Give Dry Skin Facial		
57.	Give Black Head Facial		
58.	Give Ethical Treatment to Customers		
	and Competitors		
59.	Make Conversation with Customer		
60.	Provide Adequate Lighting for the		
	Shop		
61.	Advertise the Shop		

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NAME_____ OCCUPATION_____ AGENCY_____

STUDENT'S DAILY RECORD

Date	List the Job Numbers Performed the Previous afternoon	List the References Read in the Related Class by Symbols and Pages	List the Number of the Job Studied Today

Job 1

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
History of Barbering	Inf.	ASB - 305-309	

1. Name one indication that proves that barbering is one of the oldest trades.

2. Name two civilizations in which barbering first began.

3. Name an instance in the Bible that shows barbering existed before Christ.

4. What people had natural ability for barbering?

5. From which language was the word "barber" derived? Translated, what is its meaning?

6. Mention at least two historical characters who influenced the vogue through the various centuries.

7. Besides barbering, what else were the early barbers primarily noted for?

8. When and why did the clergy dissolve partnership with the barber-surgeons?

9. Name two reasons that caused the barber-surgeons to relinquish their practice of surgery? When did it occur completely?

10. Contrast the atmosphere of the early barbershops with those of today?

11. Name the four principal functions of the early barber-surgeons.

12. Give briefly either account of the origination of the barber pole.

13. What 14th Century Barber's Guild punished the violators of its laws and is still in existence today?

14. State one tribute payed to barbers because they played such a vital part in community life.

Continued....

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
History of Barbering	Inf.	ASB - 305-309	

15. After which state are the present barber laws of the other states patterned?

16. Name at least four of the provisions in the State Barber Laws.

Job 2

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Keep Shop Sanitary		ASB - 1-6 PSB - 47-50 STB - 119-128	

1. What is the purpose of sanitation in the shop?
2. What is sanitation?
3. Who set up the standards for sanitation in the barber shop?
4. What are the four basic steps that the barber should use in sanitary practices in the shop?
5. Who is responsible for sanitary practices in the shop?
6. How does the barber know the kinds of commercial chemicals or disinfectants that can be used in the shop?
7. Why does close shaving make it easy for pathogenic bacteria to enter the skin?
8. Explain each of the five methods of sterilization.
9. Give some commercial chemical disinfectants that are recommended by the Boards of Health and Barber Examiners.
10. Give six requirements of a good disinfectant.
11. Define:
    (1) Sterilization
    (2) Disinfection
    (3) Antiseptics
    (4) Sterile
    (5) Germicide
    (6) Spatula
    (7) Deodorant
    (8) Sepsis

Job 3

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Practice Hygiene in the Shop		PSB - 47-49 STB - 119 ASB - 1-6	

1. Who sets the standards for hygiene in the shop?
2. Why should the barber know the principles of hygiene?
3. What is the purpose of hygienic or sanitary practices in the shop?
4. What are the three rules of hygiene that should be followed by barbers?
5. Who is responsible for the hygienic practice in the shop?
6. Give some hygienic practices to be observed for each patron in the chair.
7. What hygienic practice should be used for instruments?
8. What hygienic practice should the barber have in storing his instruments?
9. Give four recommended formulas for disinfectant solutions.
10. What can be done with instruments that are difficult to sterilize?

Job 4

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Practice Personal Hygiene		ASB - 333-336 PSB - 15-25	

1. Define Hygiene.
2. Why should the barber know the laws of the State Board of Health that apply to the State Barbering Board?
3. Name four kinds of hygiene.
4. How can the barber practice personal hygiene?
5. How can the barber observe public hygiene in his shop?
6. What is mental hygiene?
7. What are six important things a barber should do in order to practice personal hygiene?
8. What are six constituents of food that are essential to hygienic living?

Job 5

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Types of Haircuts	Inf.	STB - 71-72	

1. Name the standard types of haircuts barbers have established through long usage.
2. For what two reasons does the style of haircut vary?
3. Give some basic variations of pompadours.
4. In what area is the clipper work done in the short cut?
5. When and with whom is a short cut most popular?
6. How should the clipper teeth be tilted in the short cut?
7. What is the procedure if the hair remaining on the head after the clipper work is long and wavy?
8. What kind of taper is desired in the short cut?
9. If improper comb technique is used in the short cut what will result?
10. What is the proper comb technique in short cuts?
11. How many cuts of the shears are required for short hair in the short cut?

Job 6

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Get Patron Ready for a Haircut		ASB - 44-45 PSB - 114-115	

1. How should the haircloth be placed over the patron?
2. Name three ways of protecting the skin of a patron.
3. Where is the neck-strip set-up placed?
4. Where is the small towel set-up placed?
5. How is the paper towel set-up arranged?
6. List seven steps in preparing a patron for a haircut.

Job 7

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Use Electric Clippers		STB - 62-70	

1. What must the student learn before he is taught to use electric clippers?
2. Of what value is the electric clipper?
3. How is the electric clipper held?
4. Where is the electric clipper placed before it is started?
5. How is the electric clipper guided?
6. What should be done when the electric clippers reach the clipper outline?
7. How should the haircut be completed after the clipper work is done?
8. When one wishes to continue tapering with the clipper and uses the standard blades how is the shaping guided?

Job 8

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Use Fingers in Hair-cutting		STB - 73-75 PSB - 122-123	

1. What is the purpose of finger work?
2. In what types of haircuts is finger work most important?
3. What is the chief factor in performing finger work properly?
4. Describe the grip for holding the shears when doing finger work.
5. How should the hair be combed in preparation for finger work?
6. Describe briefly how finger work is done?
7. What should be done after the first cut is made?
8. In what direction should work be done in cutting and doing the finger work on the opposite side?
9. What is the difference in the barber's position while doing finger work on the left and right sides of a patron?
10. What cut is used if the patron desires to have his hair shortened all the way to the top?
11. When is upward cutting preferred?
12. When the hairs in finger work are properly picked up, how are uneven hairs indicated?

Job 9

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Use Shears and Combs		STB - 70-71 PSB - 118-119	

1. State the correct method of holding shears?
2. How is the comb held?
3. Why is the position of the comb helpful?
4. What will be the result of proficiency in turning the comb?
5. How should the comb be held in relation to the shears?
6. What is the barber's position while cutting hair?
7. How should the thumb and third finger be placed in the grips of the shears? Why?
8. How should the fingers be held?

Job 10

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Shave a Patron's Neck		STB - 48-49	

1. Where is the towel placed for shaving a patron's neck?
2. When the neck shave accompanies the standard shave what is done?
3. What sort of lather is used in the neck shave?
4. How should a cut be treated?
5. How should the neck be wiped?
6. In which hand should the comb and brush be held for combing the hair?
7. Why have some shops eliminated the use of the hair brush?

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Give a Short Cut		PSB - 133-134 STB - 72-76	

1. Give another name for the short cut.
2. Who should determine any variations that the barber should make in giving the short cut?
3. When is the clipper used?
4. Where should the clipper work begin?
5. What should be done if the hair remains heavy and long after the clipper work is completed?
6. How are the traces of the clipper line removed?
7. What will be the result if the hair is not picked up properly, and the comb is not held the proper distance from the head in certain cuts?
8. How should the short hair held in the comb be cut?
9. Why is little or no finger work necessary when giving the extreme short cut?
10. Why should the teeth of the comb be tilted slightly outward from the head when using it in connection with the shears?

Job 12

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Give a Medium Haircut		PSB - 135-136 STB - 72-76	

1. In what way does the medium cut differ from the short cut?
2. Where is the clipper used?
3. What points should the barber keep in mind when giving the medium cut?
4. Why is finger work a necessity in giving the medium cut?
5. How is the knack of properly picking up the hair with the comb accomplished?
6. How does the medium cut differ from the medium trim?
7. How does the medium trim differ from the long trim?

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Give a Pompadour Haircut		STB - 76-77 PSB - 140-143	

1. Describe the pompadour style of hair cut.
2. Give the characteristics of a short pompadour.
3. Give the procedure for starting a short pompadour.
4. How is the shears and comb work accomplished in pompadour cutting?
5. How is hair combed in the medium and long pompadours?
6. Where is the clipper used in the medium and long pompadours?
7. Name two difficult haircuts to create.
8. Give some contrasting points on the pompadour and "butch" haircuts.

Job 14

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Cut Ladies Hair		PSB - 365-378 STB - 92-104 ASB - 111-113	

1. Why does cutting ladies hair require the use of different techniques?
2. List the techniques involved in cutting ladies hair.
3. Modern haircuts are styled to bring out and conceal what features of customers?
4. In selecting the proper hair style, what features of the customer should the barber take under consideration?
5. How is the hair combed before cutting? Why?
6. What does the term slithering mean?
7. If the hair is to be shortened only a little, when is the length cut?
8. If the hair is to be cut to a considerably shorter style, when is the thinning done?
9. What does one need to know in order to do women's haircutting?
10. List the neck-edge styles on women.

Job 15

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Give a Straight Bob		STB - 94-95	

1. Define the straight bob.
2. Give another name for the straight bob.
3. Distinguish between the straight bob and the shingle bob.
4. Why should the hair be cut longer if it is to be curled?
5. Why is the straight bob considered to be the simplest women's or girls' haircut?

Job 16

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Give a Shingle Bob		STB - 95-96 PSB - 372-373	

1. Where do you begin the shingle bob?
2. What are the three types of neck lines?
3. May the "V" line vary?
4. Where is it best to start these hair lines?
5. When is the hair thinned?
6. What is the shingle bob sometimes called?
7. Give six helpful hints on shingling for the boyish bob.
8. Describe the natural or feather edge neck line.
9. Describe the round neck line.
10. How close to the scalp should the hair be cut?

Job 17

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Hone the Razor		STB - 21-26	

1. What happens when a razor is passed over a hone?
2. How should the razor be stroked across the hone and why?
3. What must be done to insure that the teeth on both sides of the blade are at the same angle?
4. Why must the razor be stroked with equal pressure on both sides of the blade?
5. In what position must the razor be kept on the hone? Why?
6. What technique is necessary in mastering the honing process?
7. What is the first step in the honing process?
8. What is stroke no. 1 in the honing process?
9. What is stroke no. 2 in razor honing?
10. What characteristics should the strokes possess?
11. Describe a perfect cutting edge?
12. What does too much pressure along the outer portion of the cutting edge cause?
13. In what place should the pressure be exerted?
14. The third time the razor's position is moved where should it be?
15. Where should the pressure be exerted after the razor has been moved the third time?

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Strop the Razor		STB - 26	

1. What quality or characteristic does stropping give a razor's edge?
2. Of what do the strops consist?
3. How is the razor stroked in stropping?
4. How is the razor held for stropping?
5. What part of your arm is not to be moved?
6. After honing, where should the razor be finished?
7. How is the razor edge tested?

Job 19

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Shave a Patron		ASB - 149-150	

1. What is shaving?
2. How long has this process been in existence?
3. Give three reasons for the shaving habit being so firmly established?
4. State some characteristics a barber must develop performing a professional shave.
5. Give the three major phases of a shave.
6. Name a few preparation steps preceding shaving.
7. State the "major processes" in the actual routine of shaving the "first time over".
8. Give the procedure used in the routine of shaving the "second time over".
9. Describe the routine steps of finish given to a patron after a shave.

Job 20

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Bacteriology	Inf.	ASB - 339-343 PSB - 30-31	

1. What is bacteriology?
2. What are bacteria?
3. Give two types of bacteria.
4. How do bacteria reproduce?
5. What are non-pathogenic bacteria?
6. What are pathogenic bacteria?
7. Where do bacteria multiply or thrive best?
8. Name two types of bacteria that form pus.
9. Name the three general shapes of bacteria.
10. What kind of bacteria causes pimples, boils and carbuncles or pus?
11. What kind of bacteria causes blood poisoning, sore throat, lung diseases, erysipelas, and appendicitis?
12. What kind of bacteria causes syphilis?
13. Name three ways in which bacteria get into the human body.
14. What contribution did the following persons make to science?
    (a) Louis Pasteur
    (b) Leeuwenhoek
15. Define and learn to spell:
    (a) Parasites
    (b) Saprophytes
    (c) Spore

Job 21

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
The Digestive System	Inf.	ASB - 337-338 PSB - 277-280 STB - 133-141	

1. What is digestion?
2. What are the main organs of the digestive system?
3. What is the main function of the digestive system?
4. Why is it important for the barber to understand the process of digestion?
5. What are the functions of enzymes in connection with digestion?
6. Name the glands that aid in digestion.
7. Name some aids to digestion.
8. Where are the parotid glands located?
9. Where are the sublingual glands located?
10. Where are the submaxillary glands located?
11. What digestive activities take place on the food in the stomach?
12. What purpose does the liver serve in digestion?
13. What purpose does the pancreas play in digestion?
14. What digestive activities take place in the small intestine?

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
The Circulatory System	Inf.	ASB - 323-332 STB - 143-153 PSB - 260-268	

1. Why should the barber know the circulatory system of the body?
2. Who discovered that blood had a continuous circulation?
3. What is the function of the circulatory system?
4. Give the two divisions of the circulatory system.
5. What purpose does the heart serve in blood circulation?
6. What is the function of the capillaries?
7. What is the function of the veins?
8. What is the function of the arteries?
9. Describe the function of the lymph?
10. How and where does nourishment enter the blood stream?
11. What is the function of the lungs?
12. What are the purposes of the red and white corpuscles?
13. Give the functions of blood plasma.
14. What is the purpose of the platelets in the blood?
15. What is the function of hemoglobin?
16. Give the two systems that take care of blood circulation.
17. Describe the interior structure of the heart.
18. Name the main arteries that supply blood to the head, face, and neck.

Continued....

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
The Circulatory System	Inf.	ASB - 323-332 STB - 143-153 PSB - 260-268	

19. Where are the two main branches of the common carotid arteries?

20. Locate and name six arteries of the scalp.

21. Locate and name nine arteries of the face, scalp and neck.

Job 23

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
The Bone Structure of the Head	Inf.	ASB - 317-322 PSB - 219-226 STB - 155-160	

1. Why should the barber study the bones of the head, neck and face?
2. Give a definition for a bone.
3. How do the bones serve the body?
4. What is the composition of the bones?
5. What kind of blood vessels are found in the bones?
6. What kind of blood cells are formed in the marrow of the bones?
7. How do the bones get their nourishment?
8. Name and give the location of the divisions of the head.
9. Name the bones found in the cranium.
10. Where is the parietal bone located?
11. Where is the frontal bone located?
12. Locate the occipital bone.
13. Locate the temporal bones.
14. In what part of the cranium is the sphenoid bone located?
15. Locate the ethmoid bone.
16. Describe and give the location of the facial bones.
17. Locate the hyoid bone.
18. From the chart on page 317 and fig. 557 in the Art and Science of Barbering, be able to spell and identify the principal bones of the head.

Job 24

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
The Voluntary Muscles of the Head	Inf.	ASB - 353-363 PSB - 227-237 STB - 161-172	

1. Why should the barber know the muscles?
2. What are the functions of the muscles?
3. What effect do unhealthy muscles have upon a healthy body?
4. Explain how muscles are attached to the bones and to each other.
5. What is the less movable end attachment called?
6. What is the more movable end attachment called?
7. Name the three types of muscles.
8. Where is the epicranius muscle located?
9. What is the function of the occipitalis muscles?
10. What is the function of the frontalis muscles?
11. What is the function of the temporalis muscles?
12. Locate and give functions of the posterior auricular.

Job 25

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
The Voluntary Muscles of the Face	Inf.	PSB - 227-237 ASB - 353-363 STB - 161-172	

1. Why is it essential that the barber know the muscles of the face?
2. Locate and give the function of the corrugator muscle.
3. Locate and give the function of the orbicularis oculi.
4. Name and give the function of the muscles of the nose.
5. Give the name and function of the muscles of the mouth.
6. Give the location and functions of the masseter muscle.
7. Give the purpose of the temporalis muscle.
8. How do the muscles of the face get their nourishment?
9. What type of muscle controls the movement of the lower jaw?
10. What type of muscles does the barber massage?

Job 26

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
The Voluntary Muscles of the Neck	Inf.	STB - 161-172 PSB - 233-234 ASB - 361	

1. What is the function of the omhyoid muscle?

2. Locate the sternocleidomastoid muscle and give its purpose.

3. Give the name of the muscle that depresses the lower jaw and draws down the lower lip.

4. Give name and description of the muscle that draws the head to one side or backward and rotates shoulder blade.

5. Which muscle is supplied by the cervical branch of the facial nerve?

Job 27

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
The Nervous System	Inf.	PSB - 239-250 STB - 173-182 ASB - 372-379	

1. What are nerves?
2. What is the main function of the nervous system?
3. What is a neuron?
4. Name the two divisions of the nervous system.
5. Give the functions of each of the following divisions of the principal nerve center: (1) the cerebrum (2) the cerebellum and (3) the medulla oblongata.
6. Distinguish between sensory nerves and motor nerves.
7. What is habit?
8. Why is it that the average person today is subject to constant nerve strain and fatigue?
9. Of the twelve cerebral nerves, name the three that are of interest to the barber in giving a facial and scalp treatments.
10. Name the principal nerve points for the barber to keep in mind when giving shaves or scientific facials.

Job 28

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
The Cells of the Body	Inf.	PSB - 211-216	

1. What is a cell?
2. Of what are cells composed?
3. Name the principal parts of a cell and give the function of each.
4. What is metabolism?
5. Name two phases of metabolism.
6. Which activities occur during anabolism?
7. Which activities occur during catabolism?
8. Name two methods of cell reproduction.
9. What are tissues? Name four body tissues.
10. Define organ. Name five body organs.
11. What are systems?
12. Name eight body systems.

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
The Function of the Skin	Inf.	PSB - 281-285 STB - 183-197 ASB - 380-387	

1. Why should the barber study the skin?

2. Name the two divisions of the skin..

3. How much of the total blood supply of the body is found distributed to the skin?

4. Why is it that the skin regains its former shape almost immediately after expansion?

5. Upon what does the color of the skin depend?

6. Name the two types of glands found in the skin and tell what material each extracts from the skin.

7. Explain how the principal functions of the skin are:
   (a) protection
   (b) sensation
   (c) heat regulation
   (d) absorption
   (e) secretion and excretion

8. What is the function of the sebaceous glands with regard to the hair?

9. Sweat glands are largest and found most on what parts of the body?

10. How many sebaceous glands are usually attached to each hair follicle?

Job 30

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
The Chemistry of Cosmetics	Inf.	ASB - 364-369	

1. Why should the barber have a knowledge of the ingredients and uses of the various cosmetic preparations that he uses?
2. Name the principal cosmetic preparations used by barbers.
3. Define cosmetic.
4. List five uses of cosmetic preparations in barbering.
5. List three classifications of cosmetics used in barbering.
6. Give three examples of each class of cosmetics.
7. What is the most widely used cosmetic?
8. Define soap.
9. Name four kinds of soaps.
10. Name four kinds of creams used by the barber.
11. What is soft water?
12. What is hard water?
13. Identify the following symbols: (1) H_2O (2) HCL (3) NACL (4) O (5) H

Job 31

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Recognize Diseases of the Skin, Scalp and Hair		ASB - 388-390 PSB - 327-355	

1. How can the barber serve the public without fear of contracting diseases?

2. Define disease.

3. Describe dandruff.

4. What are some of the causes of dandruff?

5. Define trichology.

6. What is meant by canities? Name three types.

7. Give several causes of acquired canities.

8. Define the following terms:
   (a) Dermatology
   (b) Dermatologist
   (c) Etiology
   (d) Diagnosis
   (e) Lesion

9. What is the most common disease of the oil gland?

10. Give the common name for the following medical terms:
    (a) Pediculosis capitis
    (b) Tinea sycosis
    (c) Tinea favosa
    (d) Tinea tonsurans
    (e) Scabies

11. What can the barber do to prevent the spread of syphilis?

Job 32

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Give a Plain Shampoo		STB - 105-108 ASB - 182	

1. What is a plain shampoo?
2. Give two major reasons for giving a shampoo.
3. Give points that favor the shampoo as given by the barber.
4. Give methods of applying the neck piece.
5. Give the standard outline for liquid soap shampoo.
6. Give five examples of liquid soap shampoo.
7. Give two sources of instruction for shampoo procedures.
8. Explain the procedure for rinsing the hair.
9. Describe the reclined method of giving a shampoo.
10. Explain the proper method to dry the hair.

Job 33

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Apply Hair Tonic		ASB - 191-193 STB - 108-110	

1. What is meant by the term hair tonic?
2. What are the general purposes of hair tonic?
3. Why should the barber be familiar with the nature of each type of hair tonic?
4. Why should the scalp be massaged before applying the tonic?
5. Give the specific purposes of tonics.
6. Why are tonics recommended to keep the scalp healthy?
7. Why is the alcohol used in tonics?
8. Name some beneficial ingredients used in tonics.
9. What aids are given in the movements of applying tonics?
10. What ingredients are antagonistic to the growth of disease producing germs?
11. What are the three apropo times to suggest tonics?
12. When is a barber not supposed to suggest a tonic?

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Give a Scalp Steamer		PSB - 171	

1. Why is scalp steaming recommended?
2. What effect does steam have on the scalp?
3. Why is a scalp steamer a helpful piece of equipment?
4. How would you use a scalp steamer?
5. What may be used in the absence of a scalp steamer?
6. Give step-by-step procedure in giving a scalp steam.

Job 35

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Give Scalp Manipulations		ASB - 207-211	

1. What is the chief purpose of scalp manipulations?
2. Give several other purposes for scalp manipulations?
3. What are the means of giving a manipulation?
4. Give seven pointers on giving manipulations.
5. What procedure should be used with a single or twin vibrator?
6. Describe the steps used in scalp manipulations.
7. Explain hand control during manipulations.
8. What do we mean by a series of manipulations?
9. What determines the number of series of manipulations?
10. What is recommended for dry scalp treatment?

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Give an Oil Shampoo		STB - 280-281 ASB - 183-184	

1. For what is the oil shampoo recommended?
2. What does an oil shampoo do to the scalp?
3. To whom should an oil shampoo be given?
4. Name the basic kinds of oil shampoos.
5. Oil shampoo is recommended for three special conditions. Name them.
6. For what kind of hair is the soapless oil shampoo recommended?
7. Is the soapless oil shampoo more popular than regular hot oil shampoo? If so, why?
8. Why is hot oil term a misnomer?
9. What procedure should be used for applying a hot oil shampoo?
10. What procedure should be used for applying a soapless oil shampoo?

Job 37

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Give an Egg Shampoo		ASB - 184-185 STB - 281-282	

1. Name the two kinds of egg shampoos.
2. What are the major purposes of the egg shampoo?
3. When should an egg shampoo be recommended, and for whom?
4. What are the special effects of egg shampoos?
5. What is the formula for egg shampoo?
6. Why are salt and witch hazel used in the egg shampoo formula?
7. What two precautions should be observed in giving an egg shampoo?
8. Give the procedure for giving an egg shampoo.
9. What is a double shampoo?
10. Why must tepid water be used in an egg shampoo?

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Give a Rinse		ASB - 188-189	

1. For what are rinses made?
2. What types of pans are used for a rinse?
3. Name three purposes of rinses.
4. What is the purpose of rinses (vinegar and lemon rinses)?
5. How much vinegar is used in a rinse?
6. What are the active ingredients of the lemon rinse?
7. What is the effect of peroxide rinse?
8. What amount of peroxide is used in a rinse?
9. Describe the making of a henna rinse.
10. For what purpose is the blueing rinse used?
11. What should be done if the blueing solution proves too strong?

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Treat Dandruff		STB - 293 ASB - 389-391	

1. What is pityriasas?
2. What are the causes of pityriasas?
3. Describe the treatment of pityriasas.
4. With what is the dandruff lotion applied?
5. Why is glycerine used in the lotion?
6. What are the chief drugs in this lotion?
7. What type of rays are used in dandruff treatment?
8. How is dandruff characterized?
9. Give the formula for the sulphur ointment.
10. How long is the ointment left on the hair?

Job 40

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Treat Dry Scalp		STB - 291-292 PSB - 177	

1. For whom is the dry scalp treatment designed?
2. Give procedure for the dry scalp treatment.
3. What is done if the scalp is very dry?
4. How long should the high frequency current be applied?
5. When is a four-minute application necessary?
6. What causes chronic deficiency of natural oil?
7. What is psoriasis?
8. Why should a barber refer psoriasis to a physician?
9. In the treatment of eczema of the scalp when should an ointment containing oil of cade be used?
10. What is effective in removing scales caused by psoriasis?

Job 41

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Treat Oily Scalp		ASB - 212-226 STB - 292	

1. Define scalp treatment.
2. What are the major purposes of scalp treatments?
3. Why should the barber be able to give scalp treatment?
4. List three types of services involved in scalp treatments.
5. What causes excessive oiliness of the scalp?
6. What is the purpose of the oily scalp treatment?
7. For what is the oily scalp treatment designed?
8. What manipulations are used to stimulate blood circulation?
9. List the procedure for scalp treatment.
10. List and give the purposes of the four types of scalp treatments.

Job 42

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Treat Alopecia		PSB - 180 ASB - 227-228	

1. Define Alopecia.

2. What are the chief causes of alopecia?

3. To where are the treatments for alopecia directed?

4. Define the following terms:
   (a) Alopecia Adnata
   (b) Alopecia Areata
   (c) Alopecia Senilis
   (d) Alopecia Premature
   (e) Alopecia Universalis

5. Alopecia may be associated with what contagious disease?

6. How are alopecia treatments chosen?

7. If the scalp is very dry, what type of treatment is recommended?

8. What three things must be done in all alopecia scalp treatments?

9. What is the main purpose in any scalp treatment?

10. What determines the type of treatment for alopecia?

Job 43

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Sterilize the Instruments		ASB - 1 PSB - 33-44	

1. Define sanitation.
2. What is the main purpose of sanitation?
3. What are the four basic steps of sanitation?
4. Why is sterilization important to the barber?
5. What is sterilization?
6. What is an antiseptic?
7. What is a disinfectant?
8. What are the main methods of sterilization?
9. What are the forms of heat used in sterilization?
10. What is a wet sterilizer?
11. How may implements with a fine cutting edge be sterilized?
12. What is a dry sterilizer?
13. Give correct procedure for cleaning and sterilizing combs and brushes.
14. What safety precaution must be followed when using sterilizing agents?
15. List five sterilization rules.

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Trim a Mustache		ASB - 136-138	

1. What is included in mustache service?
2. Why are mustaches worn?
3. What implements are used in shaping the mustache?
4. List the sixteen pointers on designing mustaches.
5. In shaping extremely large mustaches what instruments may be used?
6. The outline of a mustache is best shaped with what?
7. Where may the lower edge of the mustache follow the edge of the lip?
8. Twisted turned up or down corner mustaches are worn by what type men.
9. What elements should a mustache contain?
10. How large should a mustache on a bald-headed man be made?

Job 45

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Trim a Beard		ASB - 140-142	

1. How long have beards been worn?
2. Why did men wear beards in ancient times?
3. Define pognotrophy.
4. What are the main implements used in trimming beards?
5. In trimming the beards where should one start?
6. During trimming, why should the customer be allowed to view the beards in a mirror?
7. What implements are used for outlining beards?
8. Where should the barber stand while trimming the beard?
9. In what part of the country are beards worn for seasonal festivities?

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Use Electricity in Barbering		PSB - 297-304 STB - 199-207 ASB - 344-348	

1. Define electricity.

2. Explain how electricity may be chemically or mechanically produced.

3. Define the following terms:
   (a) current
   (b) conductor
   (c) non-conductor
   (d) electrode
   (e) magnetism
   (f) ohm

4. Distinguish between D.C. and A.C. current.

5. Can one type of current be changed to the other? Explain.

6. How are electrical measurements expressed?

7. What is galvanic current and for what is it used?

8. The process of destroying tissues by passing a negative galvanic current through them is known as what?

9. For what is cataphoresis used?

10. List the three types of high-frequency current, and tell how each received its name.

11. List the three methods of using the Tesla current.

12. When is the general electrification method used?

13. List the benefits derived by the consumer when the vibrator is used for giving a massage.

14. How may the vibrator be used?

15. For what is faradic current principally used?

Job 47

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Use Light Theraphy		PSB - 307-312 STB - 209-217 ASB - 349-352	

1. What is light therapy.
2. List the three types of light rays with which the barber should be concerned.
3. Name the general types of ultra-violet lamps.
4. How should the eyes of the customer be protected when using ultra-violet rays?
5. The ultra-violet rays are used effectively in the treatment of what diseases?
6. What type heat results from the use of the infra-red rays?
7. Give the use and effect of infra-red rays.
8. Explain how the lamp is applied.
9. What is one thing that must be done for the protection of the customer when using any type of light rays?
10. List at least one use and effect of each of the following lights: white, blue and red.

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Giving a Massage		ASB - 199-206 STB - 251-254	

1. What is a massage?
2. What part of the body does the barber massage?
3. What was Hippocrates' theory of massage?
4. What effect does the proper massaging have on the face, neck, and head?
5. For what specific purpose is the stroking movement used?
6. What are the major purposes of massaging?
7. (a) How is the percussion massaging movement given?
   (b) How many tappings per minute should be given to each area covered?
8. How is a vibratory massage movement given?
9. What physiological effects do massages have upon the patron?
10. What is the difference between manipulation and movement?
11. What is the theory in giving a stimulating massage?
12. What is the theory in giving a relaxing massage?
13. Why should the barber have a systematic way in giving a massage?
14. What movements may be used to improve the following facial expressions:
    (a) drop mouth
    (b) double chin
    (c) hollow in the neck
    (d) wrinkled face and neck
    (e) a youthful look
15. When is massaging not recommended for a patron?

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Give a Rest Facial		ASB - 229-258	

1. What are the three general purposes of facials? Explain.
2. List five specific purposes of facials.
3. Define the following terms:
   (a) Petrissage
   (b) Effleurage
   (c) Percussion
   (d) Vibratory
   (e) Rotary
4. Name three things customers like most about facials.
5. List five things to avoid in giving facials.
6. What is the chief purpose of a rest facial?
7. List the twelve rest facial movements.
8. How should rest facial movements be executed?
9. What are the standard times for the completed series of movements to be given?
10. What should the attitude of the barber be during a rest facial?

Job 50

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Give Oily Skin Facial		ASB - 254-255 PSB - 200-201	

1. For whom is this facial recommended?
2. What are the probable causes of oily skin and large pores?
3. Describe the prodecure of this facial.
4. What is the alternate name for an oily skin and coarse pore facial?
5. In the procedure what items are used to cleanse the face?
6. At about how many minutes should the face be massaged in the procedure of this facial?
7. Should an antiseptic be applied to the face when giving an astringent facial?
8. What are the last things applied to the face after a facial?

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Give Clay Pack		STB - 270-271 ASB - 249-250 PSB - 202	

1. Why are clay packs given?
2. What are the kinds of skin for which the clay pack is not recommended?
3. From what countries do the substances used in the manufacture of beauty clays come?
4. How is the hair protected during this treatment?
5. How is the customer's skin prepared for reception of the clay?
6. What areas are not to be covered by clay?
7. In addition to allowing the clay to dry naturally, what is the other method recommended?
8. What method is used to remove the clay pack?
9. What steps are taken immediately after removing the pack?
10. What are the final steps?

Job 52

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Give Egg and Honey Facial		STB - 273-274 ASB - 252	

1. What is the chief purpose of the honey and egg facial?
2. What are other uses of honey and egg facial?
3. How does the honey and egg facial achieve its purpose?
4. What are the ingredients and portions for the honey and egg facial?
5. What steps are taken before applying mixture?
6. If the mixture is allowed to dry naturally, how much time is allotted for this?
7. If the red dermal light is used, what time limit is recommended?
8. After the egg and honey pack has been removed what procedures follow?

Job 53

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Give Milk and Egg Facial		STB - 274-275 ASB - 251-252	

1. What are the purposes of the milk and egg facial?
2. For what types of skin is the milk and egg facial recommended?
3. What is the formula for the milk and egg mixture?
4. What benefits does the milk and egg facial offer?
5. How is the mixture applied?
6. What is applied to the face for a finish?

Job 54

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Give Acne Facial		PSB - 205 ASB - 250 STB - 265	

1. What is the common name for acne vulgaris?
2. What age group usually has acne?
3. What is the chief cause of the disorder?
4. What is the result of an infection of the oil glands?
5. What type of movement is used to spread creams and solutions on the face?

Job 55

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Give Bleach Pack		ASB - 254-255 STB - 271-272 PSB - 204	

1. What is the purpose of the bleach pack treatment?
2. What is the main bleaching agent in the bleach pack?
3. What are the ingredients used in a bleach pack formula?
4. Why are standard manufactured products recommended in preference to any mixtures prepared in the shop?
5. When should the bleach pack be prepared in the shop?
6. What is used to protect the eyebrows and sideburns?
7. How long should the mixture be left on the skin?
8. What procedure is used to remove the mixture?
9. What steps are followed after removing the pack?
10. What are the final steps?

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Give Dry Skin Facial		ASB - 253-254 PSB - 199 STB - 272-273	

1. In addition to abnormally dry skin, the dry skin facial is also recommended for what other skin conditions?

2. What is the purpose of a dry skin facial?

3. Why is a nutrient cream or dry skin cream containing lanolin applied in this treatment?

4. Why is the skin radiated with a red dermal light or infra-red lamp?

5. How often is the dry skin treatment recommended to the patron?

Job 57

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Give Black Head Facial		PSB - 200-201	

1. What are some causes of oily skin and blackheads?
2. What is used to cleanse the skin?
3. How are blackheads removed?
4. What common cooking aid is used in the blackhead treatment?
5. What are the finishing steps for the blackhead facial?

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Give Ethical Treatment to Customers and Competitors		ASB - 303-304 PSB - 427 STB - 331-332	

1. What is meant by barber ethics?
2. How should the ethical barber treat his customers?
3. What does the barber have as a rule and guide to insure ethical standard?
4. What picture of himself should the barber carry in his mind?
5. How should the ethical barber speak of his fellow barbers?
6. List 12 examples of ethical practices.
7. List 12 examples of unethical practices.

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Make Conversation with Customer		ASB - 268-270	

1. Define conversation.
2. Why is it necessary for a barber to be a good conversationalist?
3. List some desirable subjects of conversation (at least five).
4. How can you stimulate a patron to talk?
5. What factors determine the questions to ask customers?
6. What is the magic formula in conversation?
7. Give five major faults in conversation to avoid.

Job 60

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Provide Adequate Lighting for the Shop		ASB - 291	

1. What treatments require less light?
2. Who can be of valuable service for advice on lighting the shop?
3. What are the factors to be considered for lighting?
4. What is the proper number of footcandles at barber chair height?
5. What is the advantage of the lighter colors over the darker colors?

Job 61

TYPE JOB	LABORATORY PERFORMANCE	RELATED STUDY REFERENCES	DATE READ
Advertising the Shop		PSB - 431 STB - 311	

1. Why is the right kind of publicity important?
2. What is the best kind of publicity?
3. What are some advertising medium?
4. What is the best form of advertising?
5. What is a priceless asset for barbers to possess?